

**Clermont County CVB Board Meeting**  
**Thursday, February 29, 2024**  
**Holiday Inn & Suites Eastgate**

**Attendance:** Payal Patel, Jim Collins, Nick Baker, Chad Kelley, Dan Solazzo, Jeff Blom, Tressa Young, Greg Holman, Lance Sizemore, Chelsie Hornsby

**Meeting started:** 8:40am

**Minutes:** Reviewed January 2024 minutes. Motion to accept: Tressa Young Second: Jim Collins  
All in favor, motion approved.

**Treasurer's Report:** Dan Solazzo

**Clermont Sports Development Corp:**

Balance Sheet, Cash went from \$27,242.68 down to \$26,058.69. This is a net decrease of \$1,183.99.

P&L, In the Event Expense section 3 items are expenses associated with the upcoming NCAA Women's Rowing Championship. In the non-Event Expense section, we have one for Internet Connectivity and Insurance. The insurance expense is actually a late fee on an insurance payment in December, this will be moved to Late Fees or Misc Expense.

Motion to approve: Greg Holman Second: Chad Kelley, all in favor, motion approved.

**Clermont County CVB:**

Balance Sheet, cash went from \$470,950.38 (Revised F/S total after including the correction for interest) up to \$475,491.52.

P&L- CCCVB received lodging tax in the amount of \$47,292.08. Looking at the interest we earned from restructuring our bank accounts, our average cash balance will fluctuate but hopefully we will earn between \$800-\$1,000 each month.

Revenue & Expenses - Marketing & Promotion shows an expense of \$3,080.00. Largest expense was advertising in Ohio Magazine. Membership paid to Ohio Association of CVB's, Insurance paid to Proctor Insurance Agency for our D&O insurance. Salaries and Wages represent 3 payrolls in January due to 2/1 payroll being booked there.

Edward Jones decreased slightly, and Charles Schwab increased slightly over the previous month.

Motion to approve: Nick Baker Second: Jim Collins. All in favor, motion approved.

**President's Report:** Jeff Blom

**STR:** January occupancy -1.3% and YTD is -1.3%, ADR -1.6% and YTD same, RevPar -.8% and TYD same, Demand -2.1% and YTD -0.4%.

**Sports Study:** Utilizing Crossroads Consulting study will be March 19 and 20. It will take approximately 6 months to complete the study. Look at sports trends and inventory of public and private sports facilities.

**Sales and Events Update:** New Director of Sales - Jackie Campbell. She went to MPI and is planning on going to Sports ETA and Simpleview conferences. Current proposals for [REDACTED]

**Marketing & Communications:**

Created new Sports Planning Guide (going to print March) and new Meeting Planner Guide for print and digital. Print Ads/Digital Marketing - working on March/April ads for publications. Social Media/Email - Spring Break focus, Eclipse, vacations, tourism partners and special national days. Created tic tocks and YouTube content.

**Old Business:**

East Fork State Park Lodge Study - will meet with ODNR for presentation [REDACTED]

**New Business:**

March Board Elections for Executive Committee and Clermont Sports

Next Meeting: Tuesday, March 26 at Clermont County CVB.

Motion to adjourn: Greg Holman Second: Nick Baker All in favor. Motion passed.

Meeting ended: 9:57am

Board Minutes Approved:

Secretary: Chad Kelley

Date: 5/7/24